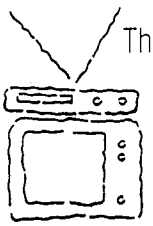
American smokers and their families turn on 38 million TVs, 750,000 CD players, and 23 million VCRs. Now that's home entertainment!



These numbers are only part of the whole alphabet soup of home entertainment electronic equipment owned by America's smoker households. They also own more than 4.5 million home computers and 29 million stereos. Those who choose to light up continue to buy millions of TVs, CDs or VCRs each year. America's smokers keep the consumer electronics industry plugged in.

The American Smoker- an economic force.

PHILIP MORRIS
MAGAZINE

Presented by Philip Morris Magazine in the interest of America's 55.8 million smokers.

Source The Roper Organization

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Source: https://www.industrydocuments.ucsf.edu/docs/hxbj0000